[c8]

Claims

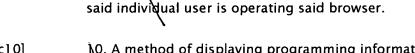
[c1]	$oldsymbol{\psi}$. An electronic programming guide system comprising:
	a prowser at a first viewer location;
	a computer system at a second location, coupled to said browser via a
	computer network;
	said browser displaying a guide comprising a plurality of linearly arranged
	tabs, where each tab is a link to one of a plurality of views of an electronic
	programming guide; and,
	where each of said plurality of views is associated with one of a plurality of
	distinct view content characteristics.
[c2]	2.A system of claim 1 wherein one of said plurality of distinct view content
	characteristics is variable, depending upon a user specific characteristic.
[c3]	3.A system of claim 2 wherein said user specific characteristic comprises ar
	individual viewer selected preference.
[c4]	4.A system of claim 2 wherein said user specific characteristic comprises a
	computer-generated signal representative of prior programming selections
	made by a viewer.
[c5]	5.A system of claim 4 wherein said signal is further representative of a
	duration characteristic of prior programming selections made by a viewer.
[c6]	6.A system of claim 5 wherein said user specific characteristic further
	comprises an individual viewer selected preference.
[c7]	7.A system of claim 6 wherein said guide includes a two-dimensional array
	of programming cells where each cell represents a different time slot

[c9] A system of claim 8 wherein said signal is further representative of an individual user and further representative of a distinct location from which

disposed on a periphery of said two-dimensional array.

8.A system of claim 7 wherein said plurality of linearly arranged tabs is

associated with a different television channel.



[c10]	$\sqrt{0}$. A method of displaying programming information to a viewer comprising
	the steps of:
	providing an array of programming choices available to a viewer;
	changing a characteristic of said array in response to a user selection of a
	tab from a plurality of linearly arranged tabs disposed along a peripheral
	edge of said array.

- [c11] 11.A method of claim 10 further comprising changing display content associated with one of said plurality of linearly arranged tabs as a result of a prior action.
- [c12] 12.A method of claim 1 wherein said prior action is a user selection among a plurality of user preferences.
- [c13] 13.A method of claim 11 wherein said prior action is a computer- generated signal representative of a prior viewing selection by a viewer.
- [c14] 14.A method of claim 13 wherein said prior action further comprises a user selection among a plurality of user preferences.
- [c15] 15.A method of claim 14 wherein said prior action further comprises a duration characteristic of a prior viewing selection by said viewer.
- [c16] [A] 16.A method of claim 15 further comprising providing location information representative of a geographic location of said viewer and changing display content associated with one of said plurality of linearly arranged tabs based upon said location information.
- [c17] 17.A system comprising:

 means for providing an array of programming choices available to a viewer;

 and,

 means for changing a characteristic of said array in response to a user

 selection of a view from a plurality of views available.

[c18]

18.A system of claim 17 further comprising means for permitting a viewer to adjust a view characteristic associated with one of said plurality of views based upon a personal preference of said viewer.

[c19]

19.A system of calm 18 further comprising means responsive to geographic location information for providing a location specific view characteristic of one of said plurality of views.

[c20] Swb

20.A system comprising:

a PC at a first viewer location, said PC having a browser, which provides information representative of an individual user's identity and a geographic location of said PC

the individual user's identity is culled from login data on said PC; a computer system at a second location, coupled to said PC via a computer network:

said browser displaying a guide comprising a plurality of linearly arranged tabs, where each tab is a link to one of a plurality of views of an electronic programming guide;

wherein each of said plurality of views is associated with one of a plurality of distinct view content characteristics;

wherein one of said plurality of distinct view content characteristics is variable, depending upon a user specific characteristic;

wherein said user specific characteristic comprises a computer-generated signal representative of prior programming selections made by a viewer; wherein said signal is further representative of a duration characteristic of prior programming selections made by a viewer;

wherein said user specific characteristic further relates to a household level geographic location of said viewer;

wherein said user specific characteristic further is representative of a time of day, and a day of week characteristic of prior programming selections made by the viewer;

wherein said guide includes a two-dimensional array of programming cells where each cell represents a different time slot associated with a different

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television channel;

wherein a floating cursor-linked display is provided for detailed programming information for a cell in said two-dimensional array of programming cells;

wherein said plurality of linearly arranged tabs is disposed on a periphery of said two-dimensional array; and,

wherein said periphery is a bottom side.

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